

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for allowing a loyalty program participant to change a participation status in a loyalty program for a portable device, after the portable device has been activated, the method comprising:

receiving, by an acceptance point device, an indication from the loyalty program participant using a keypad associated with the acceptance point device, to change the participation status in the loyalty program associated with the activated portable device from a first status to a second status;

receiving, at the acceptance point device, card image data from the activated portable device, the card image data including a parameter having a first value, the first value indicating the participation status as having the first status;

modifying, by the acceptance point device, the parameter in the card image data from the first value to a second value; and

sending, by the acceptance point device, the card image data with the modified parameter to the activated portable device.

2-3. (Canceled)

4. (Currently Amended) The method of claim 1, further comprising sending an indication that the parameter in the activated portable device was modified from the first value to the second value to a host.

5. (Currently Amended) The method of claim 4, further comprising changing a record for the status of the activated portable device to the second status at the host.

6. (Original) The method of claim 1, wherein if the first status is an active status, the second status is an inactive status, and wherein if the first status is an inactive status, the second status is an active status.

7. (Currently Amended) The method of claim 1, wherein the acceptance point device is configured to communicate with the activated portable device.

8. (Canceled)

9. (Currently Amended) The method of claim 1, wherein the indication to change the participation status is received at a computing device connected to the Internet; and wherein the computing device is configured to communicate with the activated portable device.

10. (Original) The method of claim 1, wherein the participation status includes one of a plurality of levels.

11. (Original) The method of claim 10, wherein the plurality of levels include an account level, a card level, a program level and a transaction level.

12. (Currently Amended) The method of claim 1, wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a pager, a payment card, a security card, an access card, smart media and a transponder.

13. (Currently Amended) A method for changing a participation status in a loyalty program for a portable device, after the portable device has been activated, the method comprising:

receiving, by an Internet system, a request from the loyalty program participant using a graphical user interface for changing the participation status in the loyalty program associated with the activated portable device from a first status to a second status;

receiving, at an Internet system, card image data from the activated portable device, the card image data including a parameter indicating the participation status as having the first status;

modifying the parameter in the card image data, using the Internet system, the modification of the parameter corresponding to a change of the participation status from the first status to the second status; and

updating, using the Internet system, the card image data in the activated portable device with the modified parameter, the modified parameter indicating the participation status as having the second status.

14. (Currently Amended) The method of claim 13, further comprising establishing a connection with the activated portable device to allow the card image data to be received.

15. (Currently Amended) The method of claim 13, further comprising sending an indication to a host indicating that the parameter in the activated portable device was modified.

16. (Currently Amended) The method of claim 15, further comprising changing a record for the status of the activated portable device to the second status at the host.

17. (Original) The method of claim 13, wherein if the first status is an active status, the second status is an inactive status, and if the first status is an inactive status, the second status is an active status.

18. (Original) The method of claim 13, wherein the participation status includes one of a plurality of levels.

19. (Original) The method of claim 18, wherein the plurality of levels include an account level, a card level, a program level and a transaction level.

20. (Currently Amended) The method of claim 13, wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a pager, a payment card, a security card, an access card, smart media and a transponder.

21-34. (Canceled)

35. (Currently Amended) An acceptance point device for changing a participation status in a loyalty program for a portable device, after the portable device has been activated, the acceptance point device comprising:

means for receiving a request directly from the loyalty program participant using a keypad or a graphical user interface for changing the participation status in the loyalty program associated with the activated portable device from a first status to a second status;

means for receiving card image data from the activated portable device, the card image data including a parameter indicating the participation status as having the first status;

means for modifying the parameter in the card image data, the modification of the parameter corresponding to a change of the participation status from the first status to the second status; and

means for updating the card image data in the activated portable device with the modified card data image, the modified parameter indicating the participation status as having the second status.

36. (Currently Amended) The acceptance point device of claim 35, further comprising means for establishing a connection with the activated portable device to allow the card image data to be received.

37. (Currently Amended) The acceptance point device of claim 35, further comprising means for sending an indication to a host indicating that the parameter in the activated portable device was modified.

38. (Currently Amended) The acceptance point device of claim 35, wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a pager, a payment card, a security card, an access card, smart media and a transponder.

39. (Currently Amended) A system for changing a participation status in a loyalty program for a portable device, after the portable device has been activated, the system comprising:

a networked computing device configured to communicate with the activated portable device, the networked computing device comprising:

means for establishing a connection with the activated portable device;

means for receiving a request directly from the loyalty program participant using a keypad or a graphical user interface for changing the participation status in the loyalty program associated with the activated portable device from a first status to a second status;

means for receiving card image data from the activated portable device, the card image data including a parameter indicating the participation status as having the first status for the activated portable device; and

means for sending the card image data;

a loyalty server module component configured to communicate with the networked computing device and receive the sent card image data, wherein the loyalty server module comprises:

means for modifying the parameter in the card image data, the modification of the parameter corresponding to a change of the participation status from the first status to the second status; and

means for sending the modified card image data to the networked computing device,

wherein the networked computing device further comprises means for updating the card image data in the activated portable device with the modified card image data, the modified parameter indicating the participation status as having the second status.

40. (Previously Presented) The system of claim 39, wherein the networked computing device further comprises:

means for communicating through a network to establish a connection with the loyalty server module;

means for receiving a transaction ID from the loyalty server module; and

means for using the transaction ID to connect to the loyalty server module through the network.

41. (Currently Amended) The system of claim 39, wherein the networked computing device further comprises means for sending an indication to a host indicating that the parameter in the activated portable device was modified.

42. (Currently Amended) The system of claim 39, wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a pager, a payment card, a security card, an access card, smart media and a transponder.

43. (Currently Amended) A method for changing a status for participating in a loyalty program of a portable device, after the portable device has been activated, the method comprising:

providing a parameter in the portable device, the parameter indicating the status of the activated portable device for the loyalty program;

providing card image data, the card image data including the parameter; and

providing a modifying mechanism to modify the parameter in the activated portable device in response to a request by a loyalty plan participant via a keypad associated with an acceptance point device, the modification of the parameter corresponding to a change of the participation status in the loyalty program associated with the activated portable device from a first status to a second status for the activated portable device wherein modification occurs at the acceptance point device wherein the acceptance point device receives the card image data from the activated portable device, modifies the parameter in the card image data, and updates the card image data in the activated portable device with the modified card data image.

44. (Canceled)

45. (Currently Amended) The method of claim 43, wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a pager, a payment card, a security card, an access card, smart media and a transponder.

46. (Currently Amended) A system for allowing a loyalty program participant to control when to participate in a loyalty program, after the portable device has been activated, the system comprising:

an activated portable device configured to include card image data, the card image data including information relating to the loyalty program participant and a parameter that corresponds to a participation status, the participation status having a first status or a second status and representing whether participation in the loyalty program associated with the activated portable device is active or inactive; and

a computing device configured to:

receive an indication directly from the loyalty program participant using a keypad or a graphical user interface to change the participation status in the loyalty program from the first status to the second status,

modify the card image data including the parameter, wherein modification of the parameter corresponds to a change of the participation status from the first status to the second status, and

update the activated portable device with the modified card image data;

wherein the computing device is further configured to modify the card image data by retrieving the card image data from the activated portable device and modifying the retrieved card image data; and

wherein the computing device is further configured to update the activated portable device by uploading the modified card image data to the activated portable device and replacing the card image data on the activated portable device with the modified card data image.

47. (Cancelled)

48. (Previously Presented) The system of claim 46, wherein the computing device comprises at least one of an acceptance point device, a personal computer (PC), a workstation, a personal digital assistant (PDA), a cellular phone, a set-top box, a kiosk, and a tablet PC.

49. (Original) The system of claim 43, wherein the acceptance point device includes a point-of-sale device.

50. (Currently Amended) The system of claim 46, wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a payment card, a pager, a security card, an access card, smart media and a transponder.

51. (Currently Amended) The system of claim 46, wherein the computing device is further configured to send an indication to a host indicating that the parameter in the activated portable device has been modified.

52-54. (Canceled)

55. (Previously Presented) The system of claim 46, wherein if the first status is an active status, then the second status is an inactive status, and if the first status is an inactive status, then the second status is an active status.

56. (Previously Presented) The method of claim 1, wherein the acceptance point device comprises at least one of a point of sale device, a cellular phone, a personal digital assistant, a hand-held specialized reader, a cellular phone, a set-top box, a kiosk, a personal computer, a table PC, an electronic cash register, a virtual cash register, a security system, and an access system.

57. (Currently Amended) The method of claim 13 further comprising returning an error message to the activated portable device if the first status is an active status and the second status is an active status.

58. (Currently Amended) The method of claim 13 further comprising returning an error message to the activated portable device if the first status is an inactive status and the second status is an inactive status.

59. (Currently Amended) A portable device comprising a loyalty module component configured to enable a consumer using the portable device to participate in one or more loyalty programs associated with an activated portable device, wherein the loyalty module comprises:

means for sending card image data from the activated portable device to an acceptance point device, the card image data including a parameter indicating the participation status as having a first status, wherein the parameter in the card image data is subsequently modified by the acceptance point device, the modification of the parameter corresponding to a change of the participation status from the first status to a second status; and

means for receiving the card image data with the modified parameter from the acceptance point device, the modified parameter indicating the participation status as having the second status.

60. (Currently Amended) The activated portable device of claim 59 wherein the activated portable device comprises at least one of a smartcard, a cellular phone, a personal digital assistant (PDA), a payment card, a pager, a security card, an access card, smart media and a transponder.

61. (Currently Amended) The activated portable device of claim 59, wherein the card image data is sent to a computing device connected to the Internet; and wherein the computing device is configured to communicate with the activated portable device.

62. (Currently Amended) The activated portable device of claim 61 wherein the computing device comprises means for modifying the parameter in the card image data.

63. (Currently Amended) The activated portable device of claim 61 wherein the computing device comprises at least one of an acceptance point device, a personal computer (PC), a workstation, a personal digital assistant (PDA), a cellular phone, a set-top box, a kiosk, and a tablet PC.

64. (New) The method of claim 1 wherein the activated portable device remains activated after receiving the card image data with the modified parameter.

65. (New) The method of claim 1 wherein the change in participation status occurs without the need to issue a new portable device.

66. (New) The method of claim 1 wherein regardless of the change in participation status, the activated portable device can still be used for other purposes.

67. (New) The method of claim 66 wherein other purposes include using the activated portable device as a payment device.